

# 2013 Annual Report













# **Mission Statement**

The mission of the Fitchburg Senior Center is to meet the diverse needs of the age 50 and over adult population. This is accomplished by providing a range of programs and meaningful volunteer opportunities that will enrich quality of life, and by offering services and advocacy that will maintain and/or enhance independence.

#### Staff

Jill McHone, Director

David Hill, Assistant Director

Amy Jordan, Social Worker

Sarah Folkers, Social Worker

Mandi Miller, Volunteer Program & Nutrition Site Manager

Alyssa Franzen, University of Wisconsin Social Work Intern

40 hours

32 hours

40 hours

# 2012/2013 Senior Advisory Council

Bob Rottman - Chairperson
Mary DeVaal - Vice Chairperson
Bob Davis - Secretary
Robert Hillner - Treasurer
Tom Swant
Kevin Thole
Georgia Ascher
Denny Olin

Peter Smelser Judy Breunig Mary Cochems Bob Davis Sushil Bansal Sue Sheets Peter Eaton

### **Commission on Aging**

Richard Bloomquist, Alderman Sue Sheets Kathy Kruger Dick Rydecki Dick Lenes Jim Sosnouski Jim Zorko

# Looking Back...

Throughout 2013 we continued to reap the benefits of the renovation and addition to the Senior Center. These changes did not only improve our image; they also have allowed us to increase programming and better serve the community. Volunteer-driven programs continue to increase and provide a welcome opportunity for peer - to-peer engagement.

We focused on expanding our outreach and marketing efforts by working with local churches, area food pantries and the Boys & Girls Club. A big thanks to Amy Jordan, Mandi Miller and the staff of FACTv as we now have a weekly program called "What's Happening at the Senior Center".

# Looking Ahead...

Our focus in 2014 will be to update our strategic plan and implement best practices as they relate to Senior Center programs and policies. We anticipate completing the upgrade to our Access database and becoming proficient in using the new city web site. Both the database and the web site are critical tools that will benefit our department on many levels.

We will be exploring ways to generate revenue through our Case Management program, expand transportation services, and help Fitchburg become a more "age-friendly community".

## **2013 Programs Report**

2013 was a very busy year for Fitchburg Senior Center programs. Doors are open at 8:00 a.m. Monday through Friday, and participants fill the building shortly thereafter! The focus each year is to deliver top-notch programming, which includes staff assistance, instructors and guest speakers. In addition to that, we rely on word-of-mouth satisfaction from our participants, and it's working! Exercise programs consistently rank high each year. Yoga, Tai Chi and health education were surprising expansions this year. Listed below are the top attended programs at the Fitchburg Senior Center. New and exciting programs are already set in motion for 2014!

## Top programs in 2013

- Cards/Games—Large increase in participation. Groups include Euchre, 500,
   Bridge, Dominos, Mahjong, and Scrabble
- Men's and Women's Groups
- Health and Wellness—Aerobics, Functional Fitness, Yoga and Tai Chi
- Art Programs—Watercolors, Acrylic Art, Oil Pastels, and one-time classes

#### **Volunteer Program Report:**

The City of Fitchburg continues to benefit from the dedication or almost 200 volunteers who perform a historically average of 12,000 hours of service in the Fitchburg Senior community each year. These volunteers make it possible for the Senior Center to offer a variety of life-sustaining services for seniors. If we didn't have the volunteers that we do, the city would have to hire approximately six full-time employees with benefits, to maintain the current level of service



for the Fitchburg senior community. With our growing population of seniors who have skill sets we are looking forward to how to better manage and contain this large group.

In 2013, our volunteers performed hours 11,524 hours of service in the community.









#### **Senior Nutrition Program Report:**

The Dane County Nutrition Site in Fitchburg continues to positively impact older adults who rely on this program for their food security. In 2013, we served almost 1,000 MORE meals to both congregate and home delivered participants. In addition to providing food security this program works to keep older adults living independently as long as possible in their own homes. The meals on wheels aspect of the program is an essential function in keeping track on frail seniors who in many cases have no one else checking in on them on a daily basis. This program has shown extensive growth in the past year which is a direct reflection of the economy and where seniors fall in this economy.

The nutrition program continues to be as "green" by using re-usable containers for the hot portion of our meals. (See photo of tray below.)

In an attempt to encourage healthy eating habits, we have a salad option served once per week at the dining site. (See photo of salads below.) The program continues to look for new ways to bring in more participants and Fitchburg has been happy to work with Dane County on being a test site for new ideas.

#### 2012:

Congregate meals: 3,429 2013:

Home Delivered Meals: 6,724 Congregate meals: 3,873

Home Delivered Meals: 7,239



The guys enjoying a salad made with lettuce from our garden.





#### **2013 Social Work Program Report**

Social Work services include two types of contacts: Case Management (CM), and Information & Assistance (I & A). CM services are provided to seniors who need ongoing monitoring and services for an indefinite period of time in order to remain independent in their homes. I & A services are provided to seniors who are in need of one-time or sporadic information and/or assistance, and who are able to remain independent without the ongoing monitoring of a Social Worker. In 2013 the following units of service (1 unit = 15 minutes) were provided by the Senior Center Social Workers:

CM – 7,100 units of service (247 unduplicated clients)
I & A – 2,357 units of service (393 unduplicated clients)
Medical Assistance – 1,091 units of service (24 unduplicated clients)

#### The Older Population

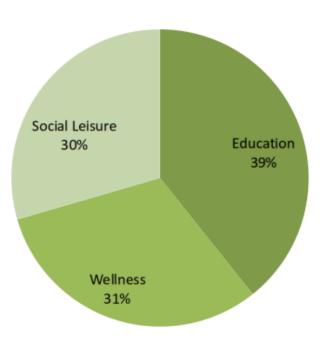
The older population--persons 65 years or older--numbered 40.4 million in 2010 (the most recent year for which data are available). They represented 13.1% of the U.S. population, over one in every eight Americans. The number of older Americans increased by 5.4 million or 15.3% since 2000, compared to an increase of 8.7% for the under-65 population. However, the number of Americans aged 45-64 – who will reach 65 over the next two decades – increased by 31% during this period. Department of Health and Human Services

#### **2013 Social Work Highlights:**

- Increase in under-60 population needing services; 15% of clients served
- Housing concerns in relation to poor economy and fixed incomes
- 80% of clients served are considered low-income (less than \$15,000/ year)
- Increase in clients with severe/persistent mental illness
- Increase in people unable to afford health insurance and dental work
- Transportation issues for those who are unable to drive
- Increase in diverse population seeking services; 10% of clients served
- Increase in needs of Medicaid-eligible clients (175% increase from 2012 to 2013)

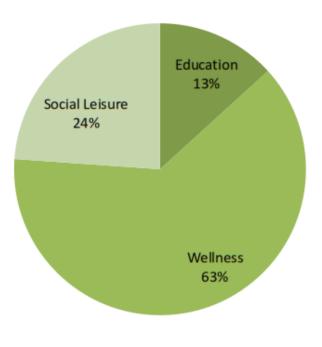
Education	531
Wellness	422
Social Leisure	399

# **Number of Participants**



Education	1678
Wellness	7962
Social Leisure	3025

# **Frequency of Participation**



Shopping	183
Nutrition	2359
RSVP	1460

